# CONTENTS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>INVITATION</td>
<td>3</td>
</tr>
<tr>
<td>ORGANISING COMMITTEE</td>
<td>4</td>
</tr>
<tr>
<td>KEY CONTACTS</td>
<td>4</td>
</tr>
<tr>
<td>ACCESS</td>
<td>5</td>
</tr>
<tr>
<td>ABOUT LUXEMBOURG</td>
<td>5</td>
</tr>
<tr>
<td>ABOUT EAACI</td>
<td>5</td>
</tr>
<tr>
<td>CATEGORIES OF SPONSORSHIP</td>
<td>6</td>
</tr>
<tr>
<td>EXHIBITION AND SPONSORSHIP OPTIONS</td>
<td>7 - 8</td>
</tr>
<tr>
<td>EXHIBITION</td>
<td></td>
</tr>
<tr>
<td>ADVERTISEMENT</td>
<td></td>
</tr>
<tr>
<td>DELEGATE ITEMS</td>
<td></td>
</tr>
<tr>
<td>PROGRAMME &amp; ABSTRACT OPTIONS</td>
<td></td>
</tr>
<tr>
<td>OTHER SPONSORSHIP OPPORTUNITIES</td>
<td></td>
</tr>
<tr>
<td>ONLINE AND DIGITAL SPONSORSHIP OPTIONS</td>
<td>9 - 10</td>
</tr>
<tr>
<td>PACKAGE 1: FULL WEBCASTING OF YOUR SYMPOSIUM</td>
<td></td>
</tr>
<tr>
<td>PACKAGE 2: BASIC WEBCASTING OF YOUR SYMPOSIUM</td>
<td></td>
</tr>
<tr>
<td>PACKAGE 3: LIVE STREAMING OF YOUR SYMPOSIUM</td>
<td></td>
</tr>
<tr>
<td>PACKAGE 4: VOTING FOR YOUR SYMPOSIUM</td>
<td></td>
</tr>
<tr>
<td>SMARTPHONE APP</td>
<td></td>
</tr>
<tr>
<td>SMARTPHONE APP INSERT</td>
<td></td>
</tr>
<tr>
<td>VENUE FLOORPLAN</td>
<td>11</td>
</tr>
<tr>
<td>CONTRACT FOR EXHIBITION AND SPONSORSHIP</td>
<td>12</td>
</tr>
<tr>
<td>GENERAL TERMS AND CONDITIONS</td>
<td>13</td>
</tr>
</tbody>
</table>
INVITATION

Dear Industry Partner,

On behalf of the European Academy of Allergy and Clinical Immunology (EAACI) and the Local Organising Committee, it is our great pleasure to invite you to the 7th International Symposium on Molecular Allergology (ISMA) from 9 – 11 November 2017 in Luxembourg. ISMA 2017 is a EAACI Focused Meeting attracting clinicians and researchers working in the field of allergology and clinical immunology. The symposium offers plenary sessions summarising state-of-the-art knowledge delivered by leading scientists as well as parallel workshop sessions in which selected topics are presented in depth.

ISMA 2017 has a novel structure and will not only be dedicated to its classical theme, the allergome, but also to the analysis of molecular allergen structures, functions, interactions with human mucosal and skin barriers and challenges in diagnosis and therapy of allergic diseases. For the first time ever, ISMA 2017 will offer a second track that covers newly emerging and rapidly developing fields of molecular allergology. These fields include the microbiome in relation to allergic diseases, new developments in personalised medicine, the multitude of omics technologies, environmental allergen exposure and globalisation, tolerance induction and immune intervention, biomarkers, biological therapies and functional foods. The symposium closes with a plenary session on molecular targets and future therapeutics for allergic diseases. Four of the ISMA 2017 workshop sessions will include two selected oral abstract presentations each and the two ISMA 2017 poster sessions will be unopposed, thus providing presenters an appropriate stage.

The city and the country of Luxembourg are delighted to host ISMA 2017. We are certain that the venue, the European Convention Center, situated on the Kirchberg plateau of Luxembourg City, a modern district that is characterised by contemporary architecture and is currently a bustling centre of European institutions, financial activities and culture, will suit you perfectly.

The Sponsorship and Exhibition Prospectus is designed to assist you with reserving exhibition space and identifying sponsorship opportunities. Do not miss this chance to join us in Luxembourg and create your individual presence for attendees at the meeting. This prospectus also includes the sponsorship and exhibition space contract. We kindly ask you to return the respective contract to EAACI Headquarters as soon as possible in order to secure your preferences.

We look forward to seeing you in November 2017 to discuss the most recent and exciting knowledge on molecular allergology and its related fields.

With kind regards,

Markus Ollert
ISMA 2017 Chair

Christiane Hilger
ISMA 2017 Local Chair

Paolo Matricardi
ISMA 2017 Co-Chair
Chair EAACI IG on Allergy Diagnosis
ORGANISING COMMITTEE

Markus Ollert, Luxembourg
ISMA 2017 Chair

Christiane Hilger, Luxembourg
ISMA 2017 Local Chair

Paolo Matricardi, Germany
ISMA 2017 Co-Chair

SCIENTIFIC COMMITTEE MEMBERS
Ibon Eguíluz-Gracia, Spain
Hans-Jürgen Hoffmann, Denmark
Uta Jappe, Germany
Liam O’Mahony, Switzerland
Eva Untersmayr, Austria
Corneis Van Drunen, the Netherlands
Marianne Van Hage, Sweden
Ronald Van Ree, the Netherlands
Gilda Varricchi, Italy

LOCAL SCIENTIFIC AND ORGANISING COMMITTEE MEMBERS
François Hentges, Luxembourg
Annette Kuehn, Luxembourg
Catherine Larue, Luxembourg
Morisset Martine, Luxembourg
Juliette Pertuy, Luxembourg

Ioana Agache, Romania
EAACI President

Carsten Schmidt-Weber, Germany
EAACI Vice-President Congresses

KEY CONTACTS

ISMA 2017 ORGANISER
EAACI Headquarters
Hagenholzstrasse 111
3rd Floor
8050 Zurich
Switzerland
Tel: +41 44 205 55 33
Fax: +41 44 205 55 39
Email: events@eaaci.org
Web: www.eaaci.org/isma2017

MEETING VENUE
European Convention Center
Luxembourg (ECCL)
4, place de l’Europe
Luxembourg, L-1499
Tel: +352 43 02 57 751
Fax: +352 43 02 57 575
Email: info@luxcongress.lu
Web: www.luxcongress.lu/en
ACCESS

The venue, ECCL is located 2 km from the city-centre, 5 km from the train station and 8 km from the airport.

▶ From the airport to the venue
From the airport you may take the EUROBUS n° 16 and get off at the station Philharmonie/MUDAM. The bus runs every 10 minutes on Monday - Friday from 05:30 - 23:00 and every 20 minutes on Saturday from 05:25 - 23:05

▶ From the city center to the venue
From the city centre you may take the buses n° 1/125 or n° 16 or each bus “EUROBUS” which also runs regularly. The EUROBUS station of the venue is Philharmonie/MUDAM.

ABOUT LUXEMBOURG

The Grand Duchy of Luxembourg is an excellent choice for the organisation of major events. Open to Europe and indeed to the world, whilst retaining its specific national identity, the city of Luxembourg boasts many centres of interest: an extremely dynamic commercial network, a financial and business sector acclaimed at an international level, the headquarters of several European institutions, and so on. But the city also offers many great opportunities to indulge in active leisure pursuits, cultural activities, gastronomic adventures and, quite simply, relaxation.

Endowed with the most modern infrastructure and with the advantage of a particularly high level of safety, the Grand Duchy of Luxembourg and its capital have two additional and outstanding advantages: the ease and the rapidity of access.

ABOUT EAACI

The European Academy of Allergy and Clinical Immunology (EAACI) is an association of clinicians, researchers and allied health professionals, dedicated to improving the health of people affected by allergic diseases. With over 10,000 members from 122 countries and over 60 National Societies, EAACI is the primary source of expertise in Europe for all aspects of allergy.
CATEGORIES OF SPONSORSHIP

Sponsors will be given a sponsorship category according to their overall contribution to the 7th International Symposium on Molecular Allergology (ISMA) 2017 as follows:

<table>
<thead>
<tr>
<th>Sponsorship Category</th>
<th>Total Sponsorship Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISMA 2017 PLATINUM SPONSOR</td>
<td>EUR 20,000</td>
</tr>
<tr>
<td>ISMA 2017 GOLD SPONSOR</td>
<td>EUR 15,001 - EUR 20,000</td>
</tr>
<tr>
<td>ISMA 2017 SILVER SPONSOR</td>
<td>EUR 10,001 - EUR 15,000</td>
</tr>
<tr>
<td>ISMA 2017 CONTRIBUTOR</td>
<td>EUR 2,500 - EUR 10,000</td>
</tr>
</tbody>
</table>

1. Select which level of sponsorship suits your budgetary and marketing requirements.
2. Select your exhibition space and sponsorship items (pages 7-10) corresponding to the budget level you have defined. Should you reach one of the sponsorship categories, you will receive complimentary meeting registrations according to that level.
EXHIBITION AND SPONSORSHIP OPTIONS

EXHIBITION

The exhibition will be held at the European Convention Center Luxembourg (ECCL). Refreshment and lunch areas will be integrated into the exhibition area, maximising the time that delegates spend in this area.

EUR 500 + VAT per square metre

Includes:
- Free build exhibition space (minimum 6 square metres)
- Table top, two chairs and electricity connection
- One complimentary exhibitor registration (for each 6 square metres above the minimum space rental one additional complimentary exhibitor registration is offered)
- Acknowledgement in the list of exhibitors in the pocket programme and on the meeting website.

Space allocation will be made on a “first come, first served” basis. Upon receipt of the contract, space will be confirmed.

Build-up, exhibition dates and opening hours are still to be confirmed.

ADVERTISEMENT

Sponsorship of these items allows the company to reach the delegates right at the beginning of the meeting or even before it starts.

► BAG INSERTS

EUR 1,500 + VAT
(production and delivery costs not included)

Includes:
- Distribution and logistics on-site
- Acknowledgement in the list of sponsors in the final programme and on the meeting website

Number of estimated bag opt-in: approximately 20% of total number of participants

The registration does not automatically include a congress bag. We will have a bag opt-in option included in the registration which allows delegates to opt-in of receiving a bag. All bag inserts will therefore also be available in a high traffic area close to the registration area on display shelves.

Insets of Sponsor’s items must be relevant to the meeting and approved by the organisers. Only a limited number of bag inserts will be made available, and this item is granted on a “first come, first served” basis. The sponsor is responsible for production and delivery. A commercial brand name from a pharmaceutical company cannot be used in any material that is distributed to all the delegates.

► MEETING WEBSITE

EUR 2,000 + VAT

Includes:
- A link to the sponsor’s website
- Acknowledgement in the list of sponsors in the pocket programme and on the meeting website

Website sponsors have the possibility of promoting their company with logo and website link on the welcome page of the meeting website www.eaaci.org/ISMA2017.

► CORPORATE / SYMPOSIUM ADVERTISEMENT IN THE FINAL POCKET–PROGRAMME A6

EUR 1,000 + VAT

Includes:
- All production costs
- Acknowledgement in the list of sponsors in the pocket programme and on the meeting website

This is the ONLY printed publication, which will be distributed at the meeting to all registered delegates and sponsors. The programme will be used continuously by the delegates throughout the meeting to continuously plan daily schedules. A commercial brand name from a pharmaceutical company cannot be used in any material that is distributed to the delegates.

- Number of printed copies: approximately 450
- Number of pages: approx. 20
- Size: A6
- Colour/quality: 4/4-coloured, min. 300 dpi
**DELEGATE ITEMS**

The following items bring unique visibility to the sponsor and an exclusive opportunities to reach all delegates.

- **BADGE LANYARDS (Exclusive Sponsorship)**
  
  **EUR 1,500 + VAT**
  
  (production and delivery costs not included)

  Includes:
  - Distribution and logistics on-site
  - Acknowledgement in the list of sponsors

  The lanyard attached to the name badge is a highly visible item worn by every delegate. The sponsor can have its company name and logo on the lanyard. A commercial brand name from a pharmaceutical company cannot be used in any material that is distributed to the delegates. To increase retention values, the lanyard is made detachable from the badge holder and can be used separately in the future. The sponsor is responsible for the design, production and delivery of the item.

**PROGRAMME & ABSTRACT OPTIONS**

- **LUNCH or SATELLITE SYMPOSIUM**
  
  **EUR 15,000 + VAT**

  Includes:
  - 60 minutes symposium in the session hall, staff and basic audio visual equipment
  - Acknowledgement in the list of sponsors and the pocket programme, as well as on designated boards on-site

  Companies may organise satellite symposia (lunch or evening) to run in conjunction with the conference, but outside the main scientific programme. The organising company must choose the subject, as well as nominate the speakers and chairs. The timeslot will be allocated upon receiving your application. All speaker costs must be covered by the organising company. In order to ensure that satellite symposia meet the scientific standards of the conference, the Organising Committee reserves the right to approve or reject any satellite symposium proposal. The sponsor may choose to offer participants complimentary food and beverages. Please contact the organiser for further information if interested in this option.

- **POSTER SESSION (exclusive sponsorship)**
  
  **EUR 3,000 + VAT**

  This is an opportunity to have high visibility for your company at a scientific activity for the whole meeting. The sponsor will be acknowledged with their company logo in the Poster Session Area and included in the list of sponsors on the website and in the pocket programme.

**OTHER SPONSORSHIP OPPORTUNITIES**

- **COFFEE BREAKS and LUNCH**
  
  **EUR 8,000 + VAT for exclusive sponsorship or EUR 4,000 per service**

  Includes:
  - Catering costs and logistics on-site
  - Acknowledgement at each service station as well as in the list of sponsors in the pocket programme and on the meeting website

- **TRAVEL GRANTS (Exclusive sponsorship with an unrestricted grant)**
  
  **EUR 3,000 + VAT**

  Includes:
  - Acknowledgement in the list of sponsors in the pocket programme and on the meeting website
  - Acknowledgement in communications to travel grant winners

  Sponsorship of Travel Grants gives the company a chance to support EAACI Junior Members (the future leaders of the Academy) directly. The grant covers a part of the travel costs for authors of an accepted abstract, allowing them to attend the meeting and present their work. Up to ten travel grants of EUR 300 will be offered. The Scientific Programme Committee will decide which authors will receive travel grants.
## Online and Digital Sponsorship Options

### PACKAGE 1
**FULL WEBCASTING OF YOUR SYMPOSIUM**  
EUR 10,000 + VAT

A recording in the form of a webcast means that the speaker’s voice is recorded in synchronisation with the PowerPoint slides and a video of the speaker. Your symposium room will be equipped with full-HD screens. By choosing this fully integrated solution, you will get a high level quality service and the following advantages and benefits.

**Content of the full Webcasting Package:**
1. Webcast recorded as mp4 in 720p (Mac/PC and Android/iOS compatible)
2. A 480p (at 400kB) version will also be provided for smart-phone broadcast
3. Customised background emphasising your company colours or logo
4. Recording of your faculty member at the lectern with a video camera
5. Recording of your panel discussion with a second video camera
6. Webcast available on a restricted website for 6 months
7. Webcast provided on a USB key to the sponsor

### PACKAGE 2
**BASIC WEBCASTING OF YOUR SYMPOSIUM**  
EUR 4,000 + VAT

A recording in the form of a webcast means that the speaker’s voice is recorded in synchronisation with the PowerPoint slides (including videos) and a video of the speaker(s).

**Content of the full Webcasting Package:**
1. Webcast recorded as mp4 in 720p (Mac/PC and Android/iOS compatible)
2. A 480p (at 400kB) version will also be provided for smart-phone broadcast
3. Recording of your faculty member at the lectern with a video camera
4. Webcast provided on a USB key to the sponsor

### PACKAGE 3
**LIVE STREAMING OF YOUR SYMPOSIUM**  
EUR 14,000 + VAT

Your symposium can be broadcast live on the web through a dedicated web page. During your Symposium, connected attendees can chat and leave their questions. Your moderator/chair person can select questions and discuss them with your speakers and the audience.

**Content of the Live Streaming Package:**
1. Live stream through web page including chat functionality
2. Webcast recorded as mp4 in 720p
3. Customised background emphasising your company colours or logo
4. Recording of your faculty member at the lectern with a video camera
5. Recording of your panel discussion with a second video camera
6. Webcast available at a restricted website for 6 months
7. Webcast provided on a USB key (to the sponsor)
8. Promotion of your live streamed symposium via an e-mail to all EAACI members approximately 1 week prior to the meeting (one mass e-mail for all live streamed sessions)
The ISMA 2017 Smartphone application is designed to provide users quick and easy access to the Programme and Live sessions through their mobile devices. The sponsor will be acknowledged in the app, on the meeting website and in the pocket programme of the meeting.

SMARTPHONE APP
 EUR 4,000 + VAT

The highly popular meeting app offers sponsors the opportunity to include invitations to their sessions or advertising. We limit the number of invites/advertising to six. When downloading the app, users will immediately see a message asking them if they wish to see industry. The user can add the session to his/her meeting diary by clicking on the invite.

This is not an exclusive sponsorship.

SMARTPHONE APP INSERT
 EUR 500 + VAT per insert

If you have any other particular sponsorship suggestions not included in the prospectus, please do not hesitate to contact us: Tel: +41 44 205 55 33, events@eaaci.org.
**VENUE FLOORPLAN**

**MEETING VENUE**

European Convention Center
Luxembourg (ECCL)
4, place de l’Europe
Luxembourg, L-1499
Tel: +352 43 02 57 751
Fax: +352 43 02 57 575
Email: info@luxcongress.lu
Web: www.luxcongress.lu/en
CONTRACT FOR EXHIBITION AND SPONSORSHIP
Please return to EAACI Headquarters – email events@eaaci.org or fax +41 44 205 55 39

Company Name

Company Name in Exhibition and Sponsor Listings
(Please use the preferred case, i.e. uppercase/lowercase letters. Maximum 20 characters including spaces)

Contact Name

Email

Telephone (incl. Country and Area Codes)

Invoice Address

Postcode & City Country

VAT No *
(required for VAT reverse charges within EU)

Purchase Order Number (If applicable)

Sponsorship Items Requested

Item

Item

Comments

Exhibition Space Requested

Booth No.

Booth Size

Exhibition Space: EUR 500 per sqm + VAT (production and delivery costs not included)

For updated information, please visit www.eaaci.org/ISMA2017 or contact EAACI HQ at events@eaaci.org

Bank transfer information will be detailed on the invoice. Please ensure that you include the invoice number and the name of your company as listed above in the payment message.

We confirm that the product(s) that we will promote at EAACI ISMA 2017 will conform to regulations for marketing pharmaceutical products in the United Kingdom. We understand that the content of all promotional literature, hoardings, advertising and promotional material of any form used or distributed within the ECCL for the duration of the meeting remains the sole legal responsibility of the exhibitor and that EAACI cannot be held liable for any non-compliance.

We confirm to EAACI HQ our participation as a Sponsor/Exhibitor at the EAACI ISMA 2017 in Luxembourg, 9 – 11 November 2017 and reaffirm that we have read and agreed to all terms and conditions.

Signature of Authorised Person

Name Printed

Date

Place

12 ISMA 2017 - Sponsorship and Exhibition Prospectus www.eaaci.org/isma2017
GENERAL TERMS AND CONDITIONS

CONDITIONS OF PAYMENT
Conditions of payment mentioned on the invoice are valid. All payments must be received in full within the payment date indicated on the invoice. No bank transfer fees will be accepted by EAACI HQ (also referred to as meeting secretariat), and all sponsors paying by bank transfer should ensure that all charges are met. The payment is normally done with an initial 50% payment, and the remaining 50% should be transferred 6 months prior to the meeting – a new invoice will be sent. If payment in full is not received by the start of the meeting, participation cannot be guaranteed. Under no circumstances may any discount be deducted.

All prices are indicated in EUROS and exclude VAT, unless otherwise specified.

REFUND AND CANCELLATION POLICIES
If a sponsorship item has to be cancelled, the following conditions will apply: Until 9 May 2017, 50% of the total amount will be refunded. After 9 May 2017 if the sponsorship item can be sold again, a 20% cancellation charge will be levied. For sponsorship items cancelled after 11 September, there will be no refund granted. All cancellations must be made in writing to EAACI HQ.

PROMOTION AT THE MEETING
Companies that are not sponsors may not advertise in any form in the Exhibition Area, in the entrances to the Exhibition Area, or anywhere else in the meeting venue. EAACI is committed to ethical codes for marketing pharmaceuticals in Europe according to the Code of Practice on the Promotion of Medicines issued by EFPIA, the European Federation of Pharmaceutical Industries Associations. Sponsors will be required to provide the meeting Secretariat with a list of product(s) they intend to promote at EAACI ISMA 2017 at least three months before the meeting (“Exhibitor Declaration”). Sponsors will be responsible for the accuracy and completeness of the information provided. Provision of incomplete, false or misleading information may lead to exclusion from EAACI ISMA 2017 and future EAACI meetings and events. All house rules at the venue will apply and be enforced. Sponsors are fully liable for damages caused to third parties and property.

AMENDMENTS TO THE GENERAL TERMS AND CONDITIONS
All matters not covered in the General Terms and Conditions, or in other EAACI ISMA 2017 publications are subject to the decision and control of EAACI. EAACI HQ reserves the right to take such action and to make such changes, including changes to the “Terms and Conditions” as are considered necessary or desirable for the efficient and proper conduct of the meeting. Any matters not specifically covered by the preceding terms and conditions shall be subject solely to the decision of the organiser. These terms and conditions may be amended at any time by the organiser, and all amendments so made shall be binding on sponsors equally with the foregoing terms and conditions.

FINAL STIPULATIONS
In the event that the meeting cannot be held or will have to be changed due to events beyond the control of EAACI (force majeure) or due to events which are not attributable to wrongful intent or gross negligence of EAACI, EAACI cannot be held liable for any damages, costs, or losses incurred, such as transportation costs, accommodation costs, financial losses, etc. Under these circumstances, EAACI reserves the right to either retain the entire fee and to use it for a future meeting, or to reimburse the sponsor after deducting costs already incurred for the organisation of EAACI ISMA 2017 and which could not be recovered from third parties. Any company that disregards the directives of EAACI may be excluded from the meeting by EAACI with immediate effect. All oral agreements, special permissions and special arrangements are valid only upon receipt of written confirmation. In all cases of litigation the sponsor agrees to submit to the authorised court chosen by EAACI. Electively, EAACI may choose to appeal to the court into whose jurisdiction the exhibitor falls.